Meaningful Wellness
In a Represented Academic Environment

Lisa Sandor, Health & Well-Being Administrator
Jesse S. Drucker, Assistant VP, Chief Human Resources Officer
1. Adopted our wellness program in a union environment.

2. Current status of our VikeHealth & Well-Being Program.

3. Our plans for the future.
Community & Environment

An Urban Campus

• 1587 Benefits Eligible Employees
  ➢ 1045 Union faculty & staff  66%
  ➢ 542 Non-union  34%
  ➢ 1397 Full-time  88%

• 17,500 students - primarily commuter, yet growing residential.
Benefit Negotiation Priorities
Summer/Fall of 2011 for July of 2012

Senior Leadership Goals - Specific to Employee Benefits Management

• Administration’s management rights.
• Contain healthcare costs.
• Retain low cost health plan option.
• Wellness initiatives.
Benefit Negotiations

Setting the Stage

CSU HealthCare Committee (HCC)

- Union and non-union stakeholders
- Transparent and collaborative meetings
- Gain consensus of plan design and vendor selection

HCC included a strong wellness advocate
Benefit Negotiations

Series of Events

1. Consultant provided wellness education.
2. Achieved consensus to integrate wellness.
3. Benefit design ratified as presented.

HealthCare Committee → Union bargaining agents → BOT

Wellness embedded as a provision of the labor contracts
The Benefit Negotiations Outcome

3 year agreement; Contract provisions

- Administration determines plan designs and vendors.
- Maintain health plan **value** to NLT 90% of previous years.
- Employee contributions for all *non-retirement* benefits NMT 20% of total cost.
- Implement University funded and staffed wellness program.

*Cleveland State University*
Priorities for Year One

- Assess, partner & co-brand University & Campus Wellness Resources.
- Establish a Wellness Council, representative of CSU.
- Increase senior management support.
- Launch a wellness portal to house all resources.
- Assess & improve environment and culture of health & value.
Priorities for Year One

- Educate, motivate and support health consumerism, health behaviors & health outcomes.
- Recruit Wellness Champions and employee engagement.
- Contain the University’s health care costs.
- Gather baseline data & evaluate annually to continuously improve.
The Wellness Rationale

- Preventive maintenance of the most important asset - the human resources.
- Retention and Recruitment
- Healthy people are more productive.

Get Well. Stay Well. Live Well.  *At work, at home and when retired.*
The VikeHealth & Well-Being Program

Two Parts:

Healthy Living Rewards
Incentivizes and supports healthy actions & behaviors

&

VikeHealth Wellness Bonus
Incentivizes measurement, awareness & basis
Healthy Living Rewards

- Participation: health & wellness actions and behaviors
- Improve or maintain health & well-being
- Earn VikeHealth points
- Qualify for one of 3 Healthy Living Rewards

- $50 Bronze Reward, $75 Silver Reward, $100 Gold Reward
VikeHealth Wellness Bonus

- $20 monthly cash wellness bonus in CSU medical plan, $240 annually.
- $10 monthly cash wellness bonus not in CSU medical plan, $140 annually.
VikeHealth Engagement
as of March, 2013

- Average 55% portal usage each month, 80% in recent months.
- Recruited over 30 Wellness Champions.
- 25% qualified for VikeHealth Wellness Bonus.
- 34% earned a Healthy Living Reward.
- 40 employees engaged in health coaching from inbound calls.
## VikeHealth Strategic Plans

### Year Two
- Incorporate two Healthy Living Reward cycles.
- Improve ease of participation.

### Year Three
- Add spouses & same sex domestic partners.
- Possible addition of exercise subsidy.

### Year Four
- Initiate “achievable” health standards.

Improve health consumerism, motivation, skills & tools, culture & environment, and engagement at all levels.
Tactical Wellness Goals

- Provide tools, skills, environment, & culture that supports health.
- Motivate, improve and support health consumerism, behaviors, outcomes and productivity.
- Increase engagement at all levels.
- Be one of best employers and places to work in Northeast Ohio.
- Contain the rising cost of healthcare.

At work, at home and when retired.
Q & A

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